

[10 Days to Launch Your Client Development Efforts: Day 2](#)

By [Cordell Parvin](#) on July 9th, 2013



After doing your self-assessment, on this second day, focus on where you want to take your practice. When I am coaching lawyers, those who get the most out of our work together think 3-5 years in the future and adjust their aspirations upward. So when you answer these questions on Day 2, dream bigger dreams than you have in the past.

1. Describe what you feel would be success at this point in your career.
2. How much business do you want to be generating?
3. Describe your ideal clients.
4. How are your ideal clients finding you?
5. What kind of work do you want to do for your ideal clients?
6. What additional work can your firm do for your ideal clients?
7. How do you believe you can convince your ideal clients to select you and your firm over other lawyers or law firms?

Cordell Parvin Blog

DEVELOPING THE NEXT GENERATION OF LAW FIRM RAINMAKERS

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.